

# iMesa

imagine, invest, improve

## Steering Committee Meeting

Thursday, January 16, 2014, 6 pm

Mesa City Plaza, 20 E. Main Street, Suite 750

### Attendance:

Mark Schofield (Chair)  
Elizabeth Danielson (Vice Chair)  
Ronald Barnes  
Stephen Sparks  
Kay Henry  
Shannon Acevedo  
John Kressaty  
Kate Ali'Varius  
Kathy Macdonald (Staff Liaison)

### Absent:

Terry Benelli  
Michelle Streeter  
David Short  
Stephen Viramontes  
Karen Frias-Long

### Minutes:

- Mark called the meeting to order.
- A motion to approve the minutes from the November 21 Steering Committee meeting was made by John and seconded by Kay.
- The Committee acknowledged receipt of Steering Committee meeting minutes.
- There were no items from citizens present.
- Stephen shared the outcomes of the Community Outreach Task Force meeting. The recommendations are to connect with council members and give a presentation to Council in February. Reviewed Councilmember assignments (see November minutes). Mark also stated that Committee members can meet with City Council candidates.
- Shannon shared the outcomes of the Ideas to Action Task Force meeting. The recommendations are to pass along operational and policy ideas to staff as outlined in the iMesa process flow chart. Discussed idea scoring methodology. The Committee decided to adjust the scoring as follows: Community 35%, City priorities 35%, Community Project 20%, and Votes 10%. Kate emphasized that subjectivity is still important in considering ideas. Kay made a motion to approve the new scoring and Stephen seconded. The Committee decided to not focus on Parks

projects for this phase of iMesa. Priorities are identified in previous meeting minutes. Priorities include Livability, Vibrant Downtown and Sustainable Economy. Shannon will revise the task force rubric based on the Committee discussion and bring back a revised list of prioritized ideas. Mark commended the Task Force for their work. Terry will submit her evaluation of ideas compared to City priorities.

- Kathy reviewed upcoming community events including Double Play at the Park on January 25 at the new Cubs Stadium. iMesa will have a booth. Kathy sent an email for Committee members to work in shifts from 2 to 6 pm. She will send again since not everyone saw the notification. There will also be a large screen at the event advertising iMesa since Riverview Park is the first iMesa project out of the bond to be completed. Also discussed the Mayor's State of the City Breakfast on February 4 from 7 to 9 am. iMesa will not have a booth at the event but the initiative will be highlighted along with successes in the Mayor's speech. The Committee is invited to attend the event.
- Kate mentioned a new group of community leaders she has formed to collaborate on transformative ideas for Mesa. They are having their first meeting at Lo Fi coffee on January 23 at 10:30 a.m.
- The Committee discussed the Art Tank event at Chandler enter for the Arts. Terry will send additional information to Kathy to forward to the Committee.
- The next meeting is scheduled for February 13.
- John made a motion to adjourn, Stephen seconded the motion.